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FOURTH
Electrical
Show

University of Illinois
February 6, 7, 8, 1913

Electrical Engineering
Laboratory

University Press, Urbana



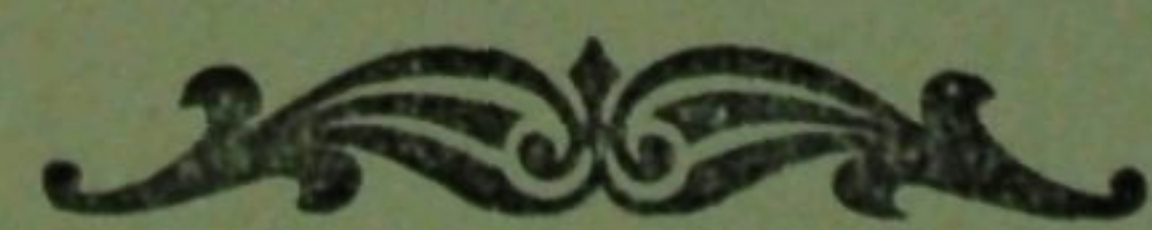
Fine Watch Repairing

STUDENTS, have your watches
repaired here. **High - class**
Work. Reasonable and Prompt.

Leading Jeweler

CHAS. MAURER
41 Neil Street

BE sure to go over and take a slant at
the exhibit Swartz is handing out.
Say, bo, the way those electric cookers cook
is something to feast your eyes on. It's
downright interesting to watch 'em. They
are the machines that put the "ook" in
"cook."



The Swartz Electric Shop
SOUTH RACE STREET
Yep, in Urbana

The Neil Theatre



FEATURING

Turner's Orchestra

and

Exceptionally Good Pictures

ALL THE TIME

Most up-to-date Moving Picture house in Champaign or Urbana

Do Not Fail to Visit Us

**Matinee, 2 to 5
Night, 7 to 11**

PROGRAM

Visitors will please follow the program as closely as possible. As the space is limited, only by co-operation with the management in this respect can a jam be avoided and the full benefit of the show be obtained.

FIRST FLOOR

1. Free check room to the left of entrance. Check your wraps here.
2. Stamp in your time on the Stromberg Electric Chronograph.
3. High Tension Laboratory.

SECOND FLOOR (Corridor)

Turn to the right as you leave the stairway.

4. High Tension Transformer, 100 kilowatts, 200,000 volts.

A. Breakdown test of Insulators. L. M. Apgar
E. R. Coolidge
C. W. Gates

SECOND FLOOR (Laboratory)

5. Lifting Magnets. E. M. Krabbe
P. J. Sweeney
6. The Dictaphone. Columbia Phonograph Company.

Advanced Showing of Spring Woolens

300 TO SELECT FROM

Look them over now
even if you do not
order until later.

The Season's Latest Novelties

\$18 to \$45

Fred G. Marshall
Bradley Arcade Champaign



McKinley Lines

The Road of Good Service



Local and Limited Service

BETWEEN

Urbana and Champaign and

Danville,

Decatur,

Springfield,

St. Louis

Through Connections For

Bloomington,

Lincoln,

Clinton,

Peoria

Fast Freight and Express Service

JOHN A. GLOVER

General Agent Lines East of Decatur

PROGRAM (Continued)

13. **Novelty Electroplating.**
Gold, Silver and Copper plating. G. D. Bagley
G. W. Ball
14. **Electric Controller and Manufacturing Company.**
Hoist controller, brake controller, current limit
panel, electric fault finder. L. A. Dole
L. M. Hall
15. **Latest Electrical Appliances** R. W. Owens
16. **Sangamo Electric Company.**
Alternating and direct current meters, ampere-
hour meters, distant pressure recording instru-
ment.
17. **Human Resistance and E. M. F.**
Have your resistance and electromotive force
determined. M. S. Mason, J. A. Domas, Clair Kane
18. **University Blue Print Department.**
Blue prints finished before your eyes.
19. **Chicago Fuse Company.**
20. **Information Bureau.**
SECOND FLOOR (Lecture Rooms)
21. A. Speaking Arc. A. D. Smith
B. Thordarson Transformer. H. C. Wolf
22. A. Resuscitation Exhibition E. F. Holt
B. Pulmotor.
C. Exhibit of the Mining Department of the Uni-
versity. M. L. Nebol

Live Wires at Electric Shows

MAKE THE BUSINESS GO. Live Wires
at this shop has made many a customer
let loose the dead ones and get the shock of
Satisfaction, however.

The Print Shop

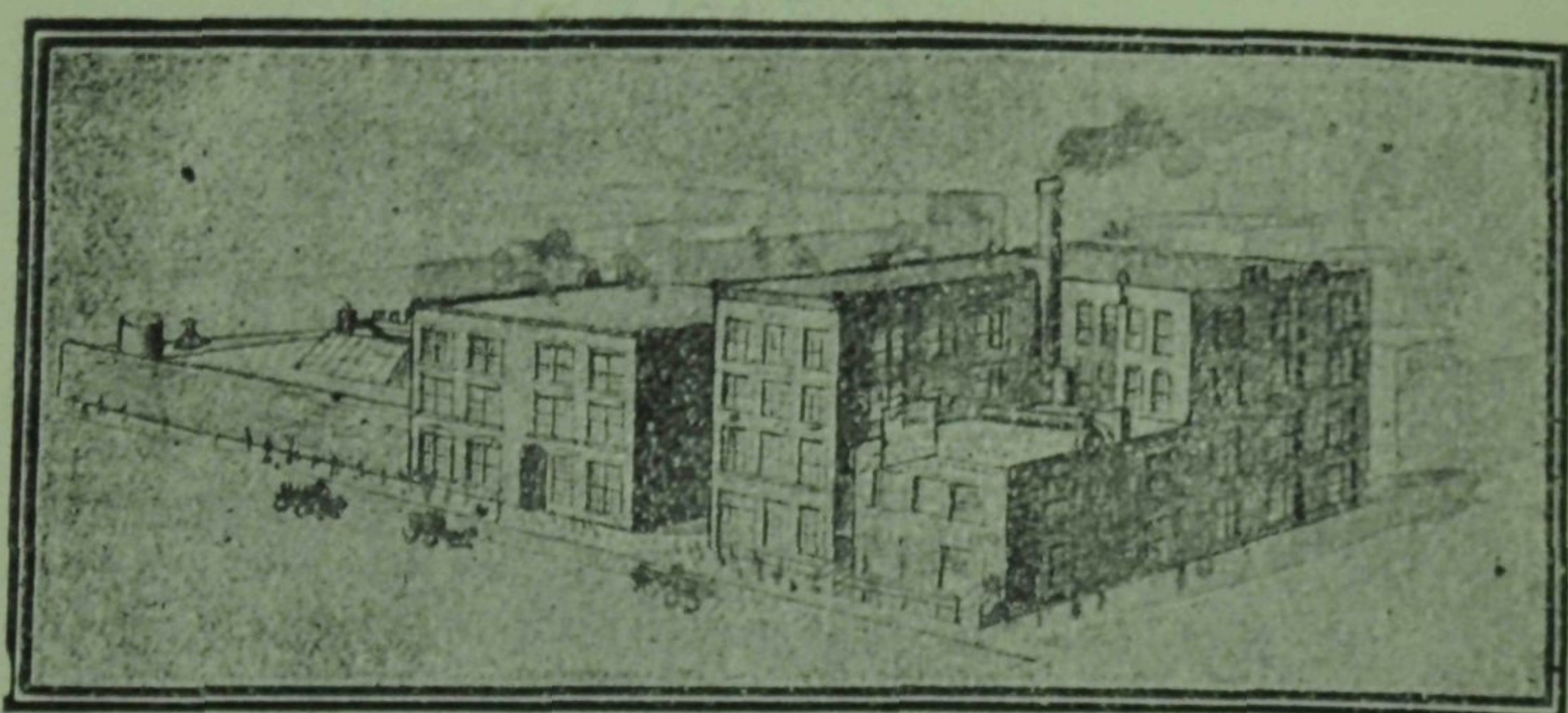
*everybody leaves wearing the smile of sat-
isfaction, and always come back for more.*

The University Press

Under First National Bank

Both Telephones.

Urbana, Illinois



*This
Trademark
Is Your
Protection*

Stamped on a tool it means that the tool is reliable, durable and efficient. And it also means economy for the purchaser, as you will observe when you get our catalog. Write for a copy. Mailed free on request.

Mathias Klein & Sons
Canal Station 25 - CHICAGO

The Beardsley
Champaign's Finest Hotel

Special attention to
Banquets

PROGRAM (Continued)

23. Ideal Electric Company, Champaign.
24. Regina Music Company.
A full line of Vacuum Cleaners.
25. A. Mercury Still.
B. Locomotive Driving-wheel Balance Machine
E. G. Young
26. Miniature Electric Railway equipped with a complete electric block signal system.
Railway. J. H. Miller, C. F. Hood, V. F. Dobbins,
E. H. Schlader,
Block Signals, H. R. Tear, Don Smith.
27. Electric Cafe and Heating Appliances.
R. S. Seese, N. P. Heath, J. G. Penn
Lamps loaned by:
Caldwell Electric Company, Champaign.
Ideal Electric Company, Champaign.
Swartz Electric Company.
Tables loaned by:
E. H. Renner, Urbana.
28. Pyrene Company of Illinois.
Watch the extinguishing of an electric arc with Pyrene.
29. Electric Test Car.
Take the test car for a free ride to the University Power Plant.
Professor Buck
Mr. Houston
H. S. Badger

We have just received
Our Spring Line of Samples

Now is the time to pick out that
Spring Suit before the big rush
begins.

Remember, we do the best pressing
and cleaning in the twin cities.

Pitsenbarger & Flynn

612 E. Green St.

CHAMPAIGN

WALKER Daily at
3, 7:30, 9 p.m.

Variety Vaudeville

New Show Every
MONDAY—and—THURSDAY
Coming:-
Thursday, Feb. 13
A Rural Musical Play
"The
Country Girl"

ILLINOIS THEATRE

Thursday, Feb. 13

The Military Spectacle
"THE LITTLEST REBEL"

Friday, Feb. 14

WM. TRAVERSHAM
and . all - the - Star - Cast
in "JULIUS CAESAR"

Sat., Feb. 15: "FRECKLES"

PROGRAM (Continued)

30. **University Power Plant.**

- A. Babcock & Wilcox Boilers.
- B. Engines and generators that furnish light and power for the University.
- C. Automatic Switchboard.

J. C. Kuhns
J. H. Measer
E. I. Tompkins

Return to the Electric Laboratory via the test car.

31. **Electric Kitchen.**

Practical demonstration of electric household appliances, exhibited by the General Electric Company and the Westinghouse Company, through the Urbana Light, Heat, and Power Company.

THIRD FLOOR

32. **Lightning Exhibit.** Effects of different illuminants on colors.

- A. Nernst Lamp, Nernst Lamp Company.
- B. Tungsten Lamp.
- C. Carbon Lamp.
- D. Arc Light.
- E. Flaming Arc Light.
- F. Mercury Vapor Arc Light, The Cooper Hewitt Electric Company.

H. E. Thompson
E. S. Scott

The Power of Concentration

A *Young Man* who was seeking information from one who was much his senior, asked this question: "How can you prevent a shotgun from scattering?" "Use only one shot at a time," was the quick reply.

That is what we do — Concentrate our whole time, energy and experience upon the Tobacco business. We know it—it is our business to know it.

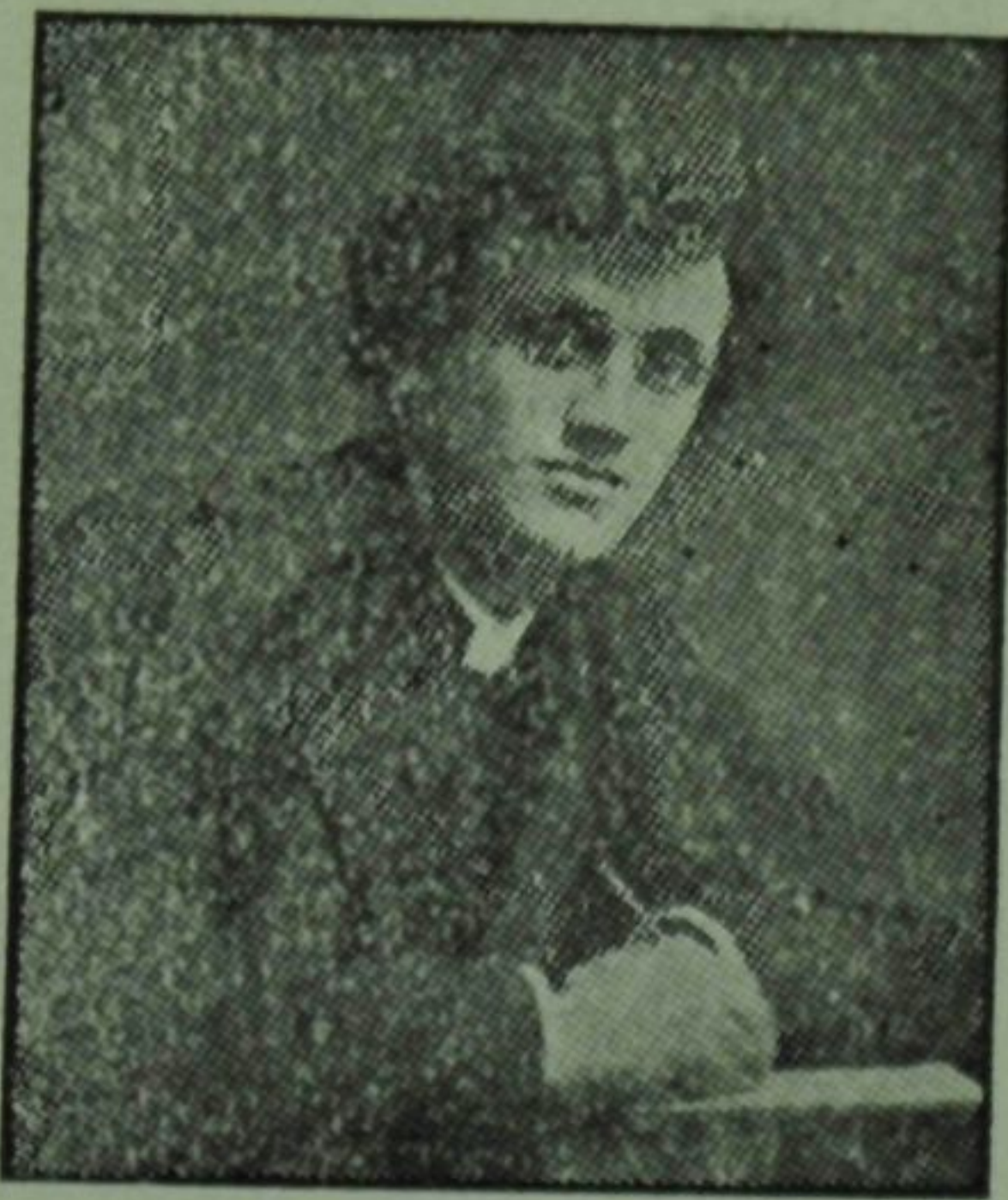
We study conditions; we know the best Cigars, Tobaccos and Cigarettes on the market and accept only the best for our customers. That's why you cannot buy poor goods at our stores.

Will you not make us prove this?

LESURE BROTHERS

Neil St. CHAMPAIGN Green St.

Dr. Hugh Black



**Author
Teacher
Preacher
Lecturer**

will speak at seven o'clock on Thursday, Friday, Saturday and Sunday evenings of next week in the University Auditorium on the theme
"Christianity and the Modern Man"

Every student in the University is urged to be present at these lectures. There will be no admittance fee. Come and hear lectures that would cost you \$1.00 a seat in Chicago.

HOWDY, Gang! Say've, yuh seen those new green hats with the bow in the back? Some lids, eh? Zom has some of the dark green ones, too. Man, those St. Patrick's day sky-pieces are the giddy, glad head-dress, (How d'yuh spell that, Joe?), Drop around every few minutes. S'long!

Zom Zombro
The Gay White Way
CHAMPAGNE

PROGRAM (Continued)

33. **Photometric Laboratory.**

A. Phosphorescent Rays.	Dr. Knipp
B. X-Ray, Static Machine.	M. D. Jones
C. Geissler Tubes, Ultra Violet Rays, Induction Coil.	E. R. Hatowski
	L. M. Gumm
34. **Commercial Office Appliances.**

A. Addressograph. Addressograph Company.	
B. Neostyle. Neostyle Company.	
C. Multigraph. American Multigraph Company.	
D. Royal Typewriter. The Letter Shop.	

During the exhibition the "Show News" will be printed here.
35. **Moving Picture Machine.** Enterprise Optical Company. C. E. Gee
36. **Block Signal,** Illinois Traction System.
37. **Electric Sewing Machine.** Singer Sewing Machine Company.
38. **Rest Room.**

A. Orthochromatic Light. The Cooper-Hewitt Electric Company.	
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39. **Thomas & Smith Air Purifier.**
Late design in washing and purifying air.
40. **Modern Dining Table.**
Showing an artistic arrangement for a small luncheon party. C. R. Horrell
W. J. Blum

Furnishings on this table loaned by:
F. K. Robeson, Champaign.
T. H. Craig, Champaign.
Wuesteman, Champaign.
41. **Wireless Telegraph.** Outfit made and installed by students, and equipped to handle commercial messages. S. K. Tuthill, Louis Rosset.
42. **Hunt & McCree Company.**
Wireless outfit.
43. **Telephony and Telegraphy.**

A. Switchboard operation.	F. H. Buffington, H. J. Johnson
B. Trunking and local telephone switchboards	R. F. Jones
C. The Morse Telegraph.	
Showing the application of telegraphy as used in the United States Army.	
D. Cooper-Hewitt Mercury Vapor Arc Lamp, equipped with special red-ray reflector.	
44. **The Dictograph.**
General Acoustic Company.
Showing the operation of a master phone and three Turner inter-communicating phones.

You
who are out in all weathers

can protect yourself from clumsy,
 foot-drawing, paper-like shoes with
 a small investment at

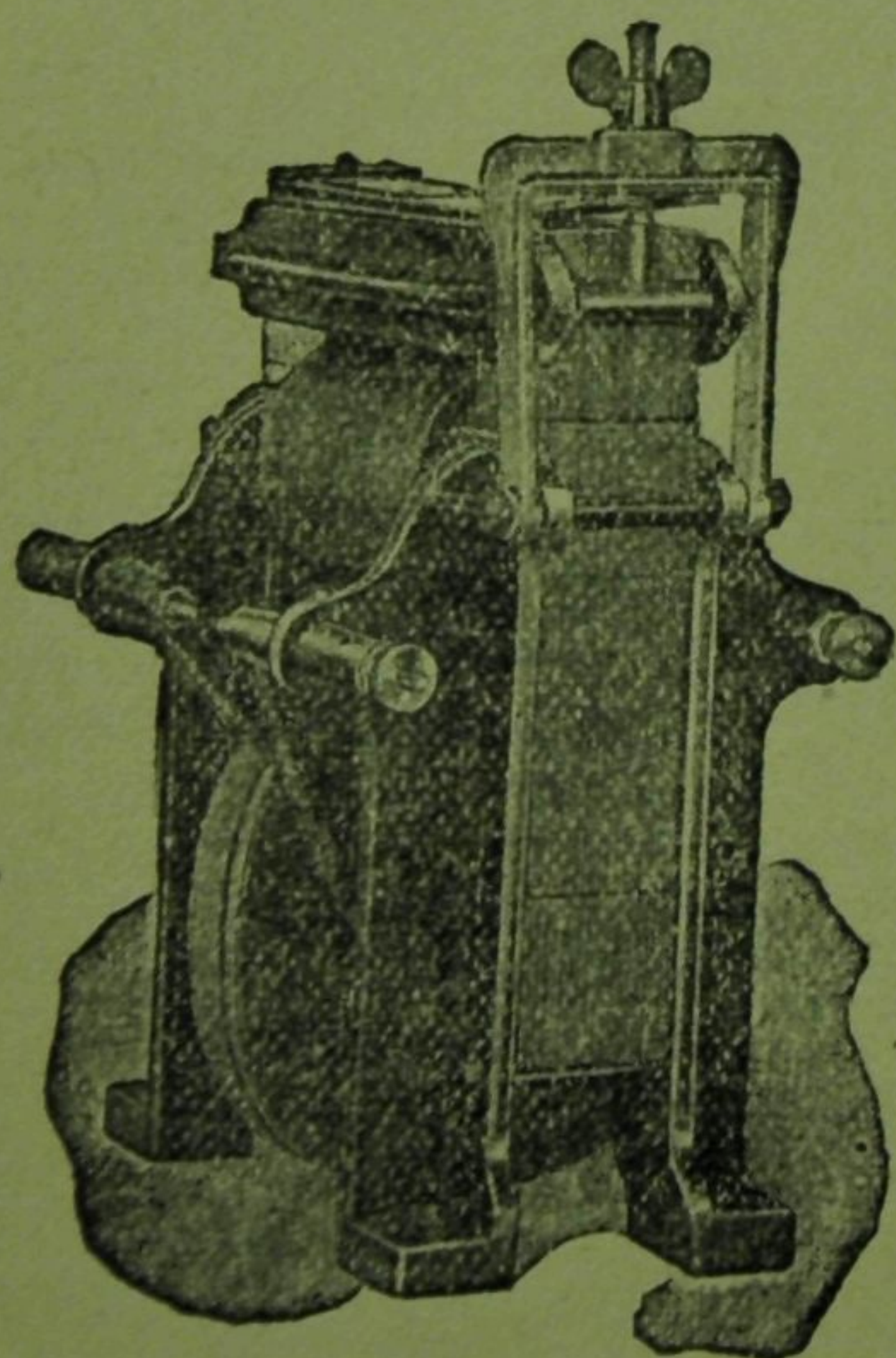
Kelley's Shoe Stores

S. P. KELLEY, Successor to J. L. Armstrong

Main and Neil Sts.

Champaign

Same old reliable corner.



The Choice of Wireless Experts

Here is the ideal wire-
 less transformer—ap-
 proved by wireless experts
 for its electrical, magnetic
 and mechanical perfection
 —for its dependable ser-
 vice and high efficiency—
 the Thordarson Flexible
 Step-up Transformer. De-
 signed to connect to any
 A. C. circuit—best for the
 experimenter, the amateur
 or professional operator.

THORDARSON

Flexible Step-up Transformers

represent the highest type of construction. Power varied instantly
 by a simple turn of thumbscrew. Equipped with magnetic shunt.
 Three stock types: $\frac{1}{2}$, $\frac{3}{4}$ and 1 kilowatt output—special windings to
 order. Fine for generating ozone; testing insulation; electro static
 separation, etc.

Write for full information and prices.
 THORDARSON ELECTRIC MFG CO.,
 516 S. Jefferson St. Chicago, Ill.

PROGRAM (Continued)

45. Popular Electricity Magazine.
 Free copies to those who are interested.
46. Quartz Lamp. The Cuoper Hewitt Electric Com-
 pany. See how the quartz lamp operates.
 G. G. Fornoff

FIRST FLOOR

Return to the first floor, and turn to the left

47. Electric Furnace. J. C. Kramer
48. Welding Transformer.
 A. Welding of wire nails. J. C. Butler
49. Battery Room.
 A. Storage battery equipment.
 B. Mercury Arc Rectifiers, changing alternating
 current into direct current. G. W. Mayes
50. High Frequency Apparatus.
 Tesla Coil, made and assembled by students.
 W. Burnett
51. Oscillographs.
 See the alternating current alternate.
 A. B. Van Deusen
 H. A. Brown
 L. W. Faulkner
52. Pulson Arc.
53. Electric Pop Corn Machine. W. W. Gridley
 Kingery Manufacturing Company
 Pop corn furnished by
 The Albert Dickinson Seed Company
 Help yourself to pop corn while you wait for
54. your Silhouette to be taken.
 The newest fad in photography.
 C. F. Shaffer, E. A. Nordstedt, F. E. Rstter
55. Stamp Out. Stromberg Electric Time Clock.

GOOD NIGHT

GO TO THE Gym Store

for a complete line of
 SPALDING'S
 Base Ball and Tennis Goods

Get What You Want When You Want It
 MEN'S GYMNASIUM

W. H. Woolston

J. C. Phelps

SECOND SEMEST'R SUPPLIES

AT

LLOYDE'S

AFTER viewing the wonders
of the show, you can find
further pleasures at ❖ ❖ ❖

Harris'

Dainty Sandwiches

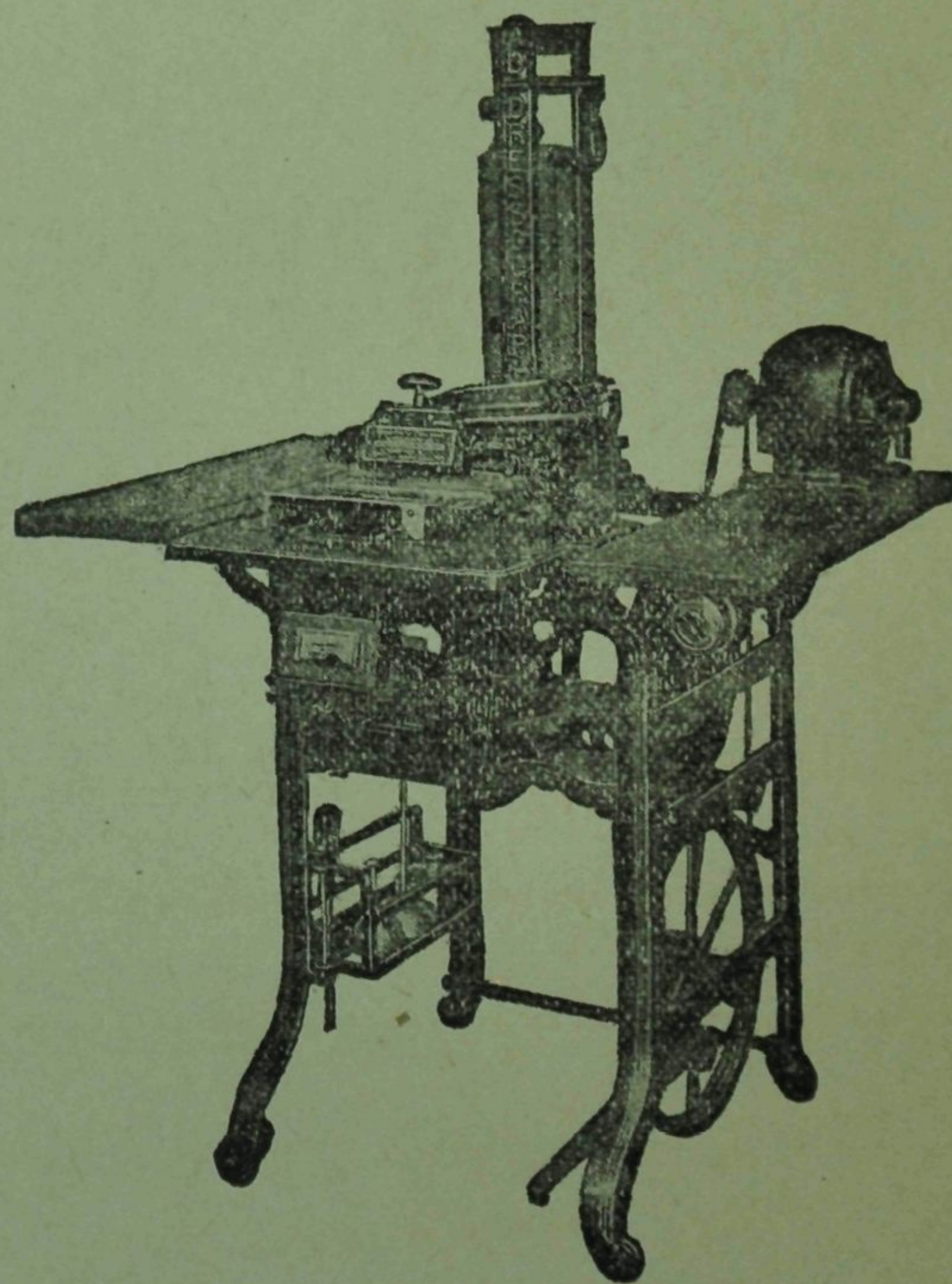
French Hot Chocolates

Maple Nut Sundae

608 E. Green St.

Harris & Mead

**Here is the Machine
that Does the Work of
Twenty Clerks**



THE ADDRESSOGRAPH

With this machine envelopes, cards, circulars, statements, bills, payroll forms, shipping tags—everything—can be addressed at the rate of 50 to 60 per minute—3,000 per hour, with absolute accuracy.

Addresses printed on the ADDRESSOGRAPH are a perfect fac-simile of typewriting.

Be sure and see the exhibit of the ADDRESSOGRAPH at the Electrical Show.

ADDRESSOGRAPH CO.
CHICAGO

*Competitive tests always demonstrate
the superiority of Pyrene Fire
Extinguishers*

Pyrene Fire Extinguishers

are the only one-quart extinguishers included in the list of approved fire appliances issued by the National Board of Fire Underwriters.

The liquid and gasses are absolutely non-damaging to electrical apparatus

DON'T MISS OUR EXHIBIT

Pyrene Company of Illinois
S. LaSalle St., CHICAGO

Pyrene's Electrical Booklet on Request